

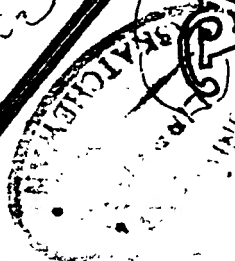
Red Deer

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RED DEER ALBERTA



420 PER CENT. 420

INCREASE IN 1911

RETURNS FOR APRIL, MAY AND JUNE

	1910	1911	INCREASE PER CENT.
Building permits .	\$30,780.00	\$160,305.00	420
POST OFFICE: Stamps .	\$1,951.60	\$2,691.97	37
" Money Orders	18,347.50	28,296.05	54
Freight Receipts .	- -	- -	285
" Tonnage .	- -	- -	317
Express Receipts .	- -	- -	84
" Money Orders	- -	- -	298
Telegraphs . . .	- -	- -	104
DOMINION LANDS OFFICE:			
Homst'd Entry Fees	\$8,030.00	\$6,010.00	* 25
Timber, Grazing, etc.	312.13	410.65	31
Mining Lands . . .	740.85	2,048.09	176
School " . . .	349.55	1,152.50	229

"YOU'LL HEAR FROM RED DEER"

* Decrease

TO LEARN WHY--WRITE J. R. DAVISON, BOARD OF TRADE OFFICE

RED DEER



RED DEER

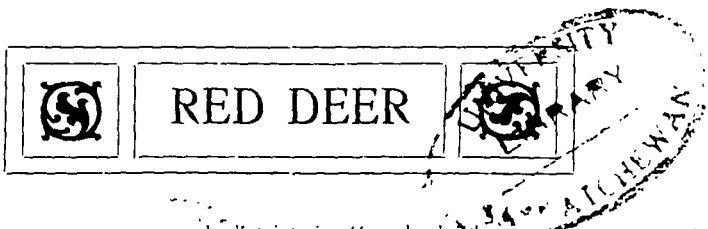
Behind and causing the remarkable gains shown above are the resources of an immense district, which are just being uncovered:

1. **SOIL**—12 inches black loam ; ample rainfall
2. **COAL**—Bituminous and Lignitic ; each in great quantities and easily mined
3. **CLAYS**—Good for common and pressed brick ; occurring on railways
4. **TIMBER**—Spruce, Pine, Poplar ; milled here
5. **WATER POWER**—Available in Red Deer river
6. **RAILWAYS**—Radiating in 9 directions, serve the trade and make accessible the riches of the district

RED DEER MUST GROW

A GOOD PLACE TO BANK ON

21-A 841
10-6-25



NO centre and district in Canada holds greater promise for the coming years than Red Deer. Nothing is more certain than that, in the 200 mile distance between Calgary and Edmonton, the present largest cities of the Province of Alberta, there will be built up a Half-Way or Mid-Way city whose extent, whose population, and whose resources will rival them both. Just half way between Calgary and Edmonton, the Canadian Pacific Railway, on its direct C. & E. line north and south, crosses the Big Red Deer River, one of the five principal rivers of Alberta. At this crossing, only a couple of miles from where, before the advent of railways, the Calgary and Edmonton trail crossed this river, has grown up a substantially built town of 2,500 people, famed all over Western Canada as "the prettiest town in Alberta," owing to its delightful residential situation on a level plateau encircled by the waters of creek and river and by beautiful tree-crowned hills.

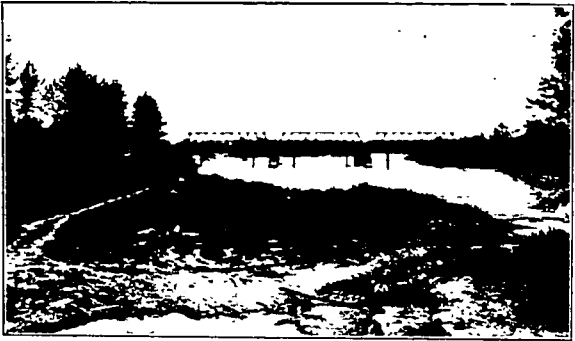
Red Deer is the central constituency of the seven Alberta constituencies which return members to the Dominion House of Commons. Red Deer is the central constituency of the forty-one provincial constituencies which return members to the Legislature. The cultivated areas and the population of the province divide into two sections, north and south, at Red Deer, and the Red Deer River; it is the centre of population.



CANADIAN BANK OF COMMERCE.

All the largest centres of population in Alberta owe their strength to being situated on large rivers, and Red Deer forms no exception to the rule.

The strategic railway and geographical position of the town; its splendid residential situation and power advantages for commercial and manufacturing purposes; its rich dairying and mixed farming district—eleven cheese and butter factories operating in its country; its timber; its coal, its water, and its complete municipal



BRIDGES CROSSING RED DEER RIVER AT RED DEER.

equipment and organization, stamp it as having every requirement necessary for a populous and prosperous center.

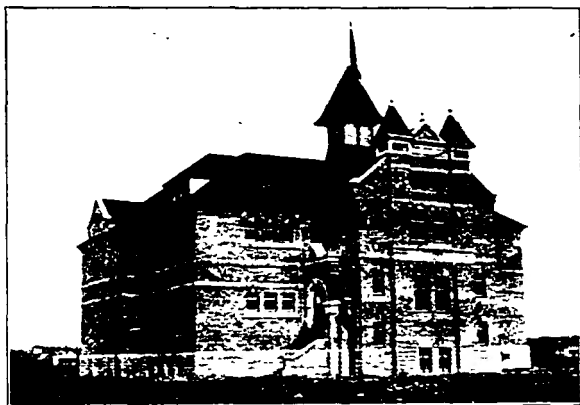
And Red Deer is a good place to make a home. Every department of a modern community is well represented. A well-ordered and progressive town government has provided the comforts of civic life—waterworks and sewage



RESIDENCE OF W. E. LORD, ESQ.

systems, clean streets and the most beautiful parks of any town in the middle west. A high school, public school and convent, all well equipped and with good teachers, have charge of education. The churches have good buildings, are well organized and are active in

every phase of religious work. Social clubs, sporting clubs, musical societies and a theatre offer ample facilities for recreation and enjoyment.



ONE OF RED DEER'S PUBLIC SCHOOLS.

RAILWAYS.

C. P. R. Red Deer is the freight terminal of the Red Deer division of the Canadian Pacific Railway. All freight trains break bulk here, and new trains are made up for Strathecona, for the Lacombe branch, for



LEONARD GAETZ MEMORIAL METHODIST CHURCH.

the Wetaskiwin branch, and for Calgary. The C.P.R. completed last summer a handsome \$20,000 brick station and put in two new sidings to accommodate 150 cars. The machine shop is being enlarged and is getting new equipment, and the company are constructing a six-stall addition to the present four-stall engine-house. The location of shops at Red Deer was due to its having the river water and the central situation, and lines running east and west are coming to Red Deer because of the Red Deer River here.



RESIDENCE OF E. MICHENTR. ESQ., M.P.P.



RESIDENCE OF MRS. DR. MCCREIGHT.

(Visitors: Judge Crawford, Hon. Premier Sifton, Hon. Geo. P. Graham, Mr. E. M. Macdonald, M.P., Hon. Frank Oliver.)

LANGDON The C.P.R. branch from Langdon, completed and in operation as far north as **BRANCH**, Acme, is being extended to its terminal at **C.P.R.** Red Deer.



RESIDENCE OF R. C. BRUMPTON, ESQ.

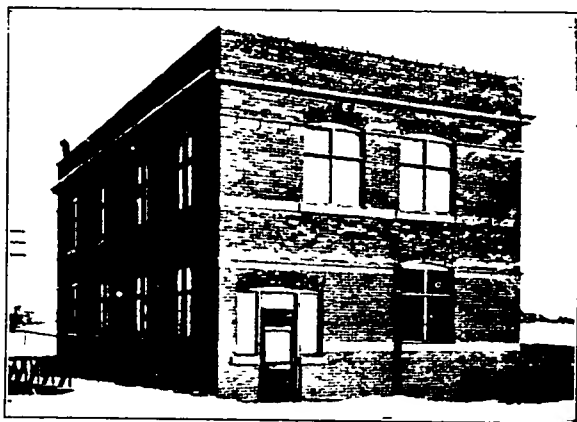
ALBERTA There is now building from Moose Jaw, **CENTRAL** north-west through Red Deer, to the Yellow- **RAILWAY.** head Pass of the Rockies, the Alberta Central Railway, whose head office, engineering headquarters and divisional yards are located at Red Deer. From Moose Jaw to the Yellowhead Pass is a distance of 655 miles; from Moose Jaw to Red Deer is 420 miles, and from Red Deer to the Pass is 235 miles. A glance at the map will show that a line almost straight drawn between St. Paul and the Yellowhead Pass, would pass through Red Deer. The grade of the Alberta Central Railway will be the highest standard gauge of any road traversing the country from east to west, the standard amount being at no place more than four-



MILL POND AND DAM OF GREAT WEST LUMBER CO.

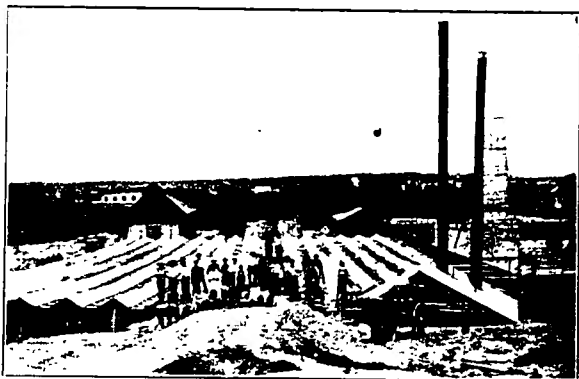
tenths of one per cent., and with no curvatures greater than three degrees.

With such a direct line of so high a standard, this railroad will have its full share of the freight from the Middle West to the east. What this means to Red



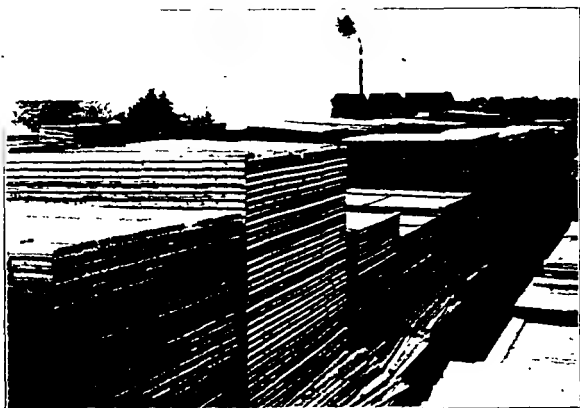
GAETZ MANUFACTURING CO'S VERALL FACTORY.

Deer will be at once apparent, when it is considered that this town is the seat of the head office of the railway, its engineering headquarters and a freight and passenger divisional point. More than that, the produce of the Red Deer district will find this road its cheapest and most direct connection with the markets of the mining towns, the lumber camps and the growing seaport cities of British Columbia.



RED DEER BRICK CO'S YARD.

A. C. R. ROUTE The yards of the Alberta Central at Red Deer embrace an area of about 200 acres and are laid out according to the most modern railway ideas. The plans make provision for crossing the C. & E. railway by means of an overhead bridge. The line will cross the Red Deer River west about 7 miles from the town where there is an excellent crossing. It will skirt Sylvan Lake, Red Deer's beautiful summer resort, and thence run in an almost direct line to Rocky Mountain House, the Brazeau coal fields and the Yellowhead Pass, opening up a country exceedingly rich in agricultural, mineral and timber wealth. Eastward the crossing of the Red Deer river will be about midway between the crossings of the C.N.R. and the G.T.P. The Saskatchewan river crossing will be about 30 miles south of Outlook, on the Moose Jaw Lacombe branch.



GREAT WEST LUMBER CO'S YARD.

CANADIAN NORTHERN RAILWAY.

C.N.R. BRAZEAU LINE The Canadian Northern Railway is now constructing a line west from its Vegreville-Calgary branch to the Brazeau coal fields and Yellowhead Pass. This branch will put Red Deer in immediate touch with these extensive coal areas which will exceed in extent and richness the coal deposits of the Crows Nest Pass.

C. N. R. "S" LINE Construction has now begun on the "S" line of the C.N.R. from Red Deer to Calgary, and to Edmonton. As a glance at the map will show, Red Deer has now operating or constructing railroads in nine directions. These roads are owned

by three independent companies and their competition will guarantee the shipper the lowest rates in and out of Red Deer and prompt and efficient service. The wholesaler and manufacturer will be able to reach most



HOLSTEIN HERD OF MICHENER BROS.

easily from Red Deer, the consumer of the plains of Central Alberta, of the foothills and of the Mountain and Coast centers.

To the farmer also, these railway facilities and the resulting lessened freight charges mean both a low market in which to buy his goods and the highest prices for his produce.

COAL.

Lignite coal of a very high quality underlies most of the district and is mined in several places. It may now be purchased at the mine mouth at not more than \$1.75 per ton, and when mined in



FROM A. H. TRIMBLE & SON'S AYRSHIRE HERD.

great quantities and with modern methods can be got much cheaper. It is good for domestic uses or steaming and is thus a source of cheap power.

Bituminous coal occurs in immense quantities in the Brazeau Coal Fields west of Red Deer. The Canadian Northern Railway Brazeau branch and the Alberta Central Railway will each connect Red Deer directly with these mines, so that this coal can be delivered in the town at the minimum cost.

TIMBER.

Poplar, spruce, tamarac and birch is found in Red Deer district. The poplar which is most widely distributed is put to many uses by the

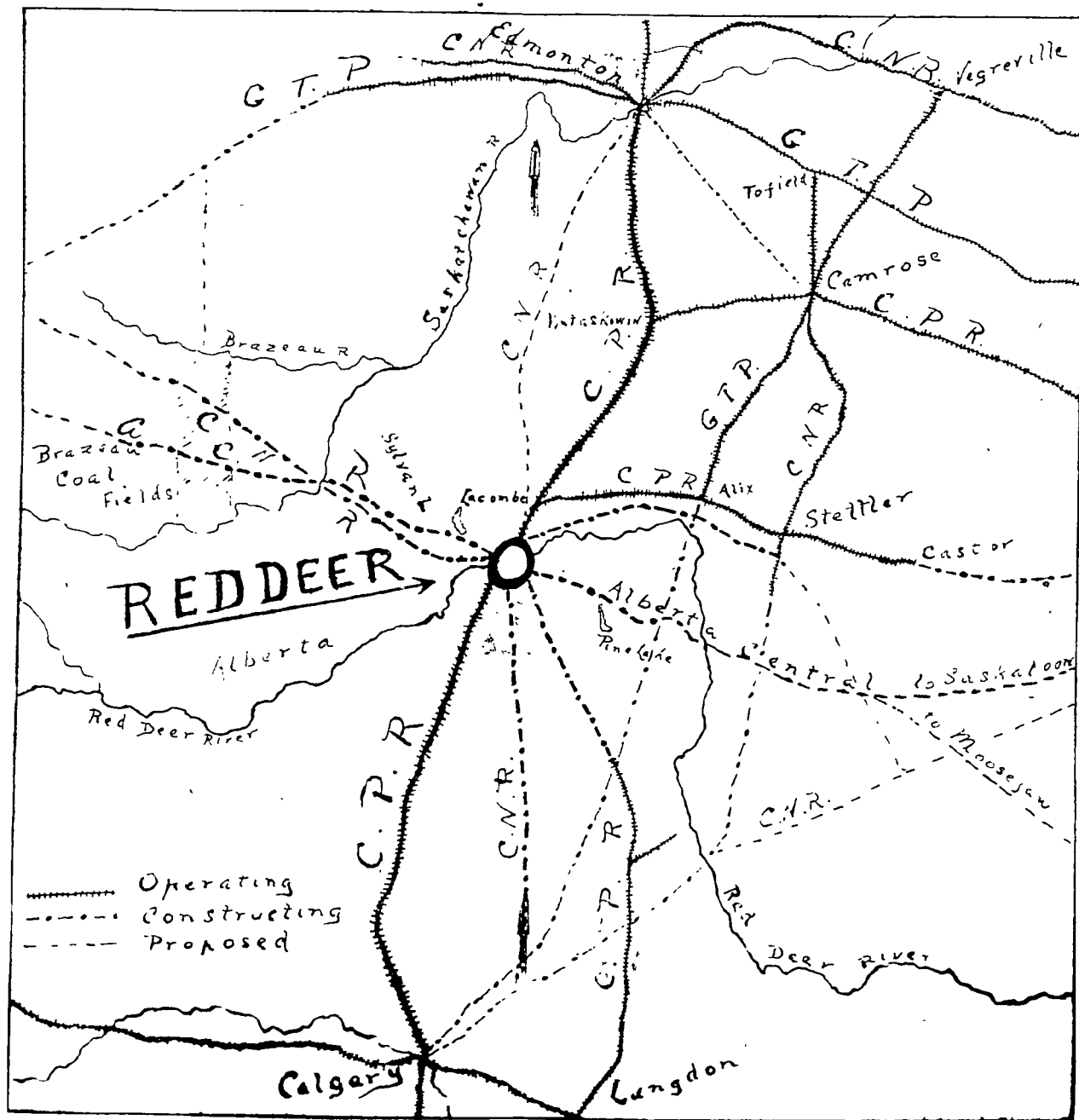


C. A. JULIAN-SHAWMAN'S JERSEY HERD.

farmers while the spruce, tamarac and birch is cut into lumber at several mills in the district. The Great West Lumber Co. at Red Deer employ 75 to 100 hands.

CLAY.

There occur at Red Deer several qualities of clay, the value of which is not yet realized. The Red Deer Brick Company and The Piper Brick Company are now making, from the surface clay, a good quality of common brick. A shale outcrops at Red Deer which weathers into a very plastic clay and which, according to government reports, will make excellent pressed brick. Good grey sandstone may be quarried right at Red Deer, and near the town is a marl which will burn to make a cement. These resources offer the man with knowledge and some capital an exceptional chance to build up profitable industries.



RED DEER DISTRICT.

Red Deer district is the centre and heart of the agricultural, coal and timber wealth of a province of boundless resources, and is watered by the Red Deer River, 400 miles long, which with its tributaries, drains 18,300 square miles or 19 million acres. The outer borders of this territory are as yet undeveloped and not thickly settled, but the railroads now being built will make available the splendid dairying and mixed farming advantages which they possess in common with the rest of the district. Not far from the northernmost reach of the Red Deer River, in one of the most charming valleys throughout its length lies the Town of Red Deer. With its suburb of North Red Deer across the river it covers the full extent of the prettily wooded valley, while a number of its fine buildings and residences crown the hills which encircle and overlook the town valley, through



WASKASOO.

WHERE WASKASOO CREEK JOINS THE RED DEER RIVER
WITHIN THE TOWN.

which Waskasoo Creek winds to join the Red Deer River within the town limits. The natural water and drainage facilities of Red Deer town are unequalled in the province. Situated as the district is, also on the great bench of Alberta rising from the prairie to the Foot Hills and the Rockies, the town having an elevation of 2,800 feet above sea level, the district enjoys the wealth of sunshine and the bracing atmosphere of which "Sunny Alberta" boasts.

From the timbered slopes of the Rockies on the extreme Western border of the district, the country gradually becomes less wooded as one comes east until toward the eastern limit the open prairie is reached. The river banks at Red Deer are broken by creeks and coulees, but immediately east and south, and within a very short distance west and north, the country opens out into a broad expanse of comparatively level or slightly

undulating plain. The general topography may be described as undulating prairie, as the rises of land are covered with wood, while the reaches of prairie between are clear, with the exception of willow or poplar brush here and there, with an occasional clump of poplar or balsam trees. This gives a parklike appearance to the whole country, solves the fuel problem as well as the wind problem and altogether gives a surface of ever-changing landscape and a variety of scenery, which makes the district most desirable for settlers to build up permanent homes. With the shade, water, and pasture which such a country provides, dairying and mixed farming have been carried on with great success. The farmer who is accustomed to the dairying and mixed farming of the northern countries of Europe, of the eastern and middle States, or of the eastern provinces of Canada with their better cultivated holdings, will



CHAMPION HACKNEY AT PROVINCIAL STOCK SHOW, CALGARY, 1911, BELONGING TO J. J. RICHARDS, ESQ., RED DEER.

find here, at a greatly lower cost, the same permanent advantages of a soil, the virgin fertility of which is conserved by wooded areas and numerous water courses, is maintained by the system of mixed farming, and is not subject to the danger of scanty moisture. The wooded and brush areas with their shade, the winter snow fall, and the rainy season in May, June, July, afford ample moisture for the raising of hay, grain, and root crops. In addition to the water courses, the best of drinking water is available at a depth of 15 to 35 feet.

SOIL. The soil, as a rule, consists of a black vegetable mould (humus) from nine to thirty-six inches in depth, with a clay subsoil reaching down six to twelve feet.



DAIRYING.

Red Deer enjoys an enviable position in dairying. Mr. T. B. Millar, for years the foremost cheese instructor in Western Ontario, who is now building up a large cheese industry with a chain of factories west of Red Deer, considers this an ideal dairy country with its abundance of good grass, pure air and cool nights. One half of the cheese output of the province is made in the Red Deer district.

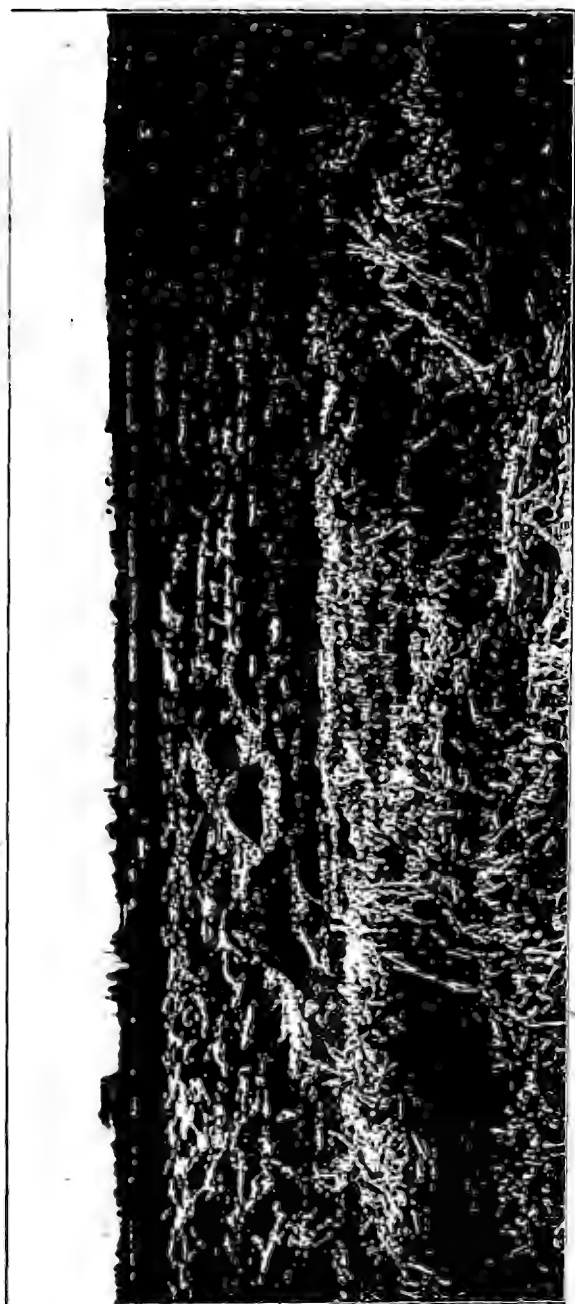
It was one of the first districts to establish a creamery of which there are now six in the neighborhood: the one at Red Deer and the one four miles south, made 200,000 lbs. of butter last year. The Red Deer Creamery



ROSALIND OF OLD BASING, CHAMPION DAIRY COW
OF CANADA.

(1907-8) and the Markerville Creamery, 20 miles southwest (1908-9-10), have for the last three years won the Championship cup given by the Government of Alberta for the highest-scoring output of butter for the year from the 21 government creameries.

Four miles south-east is Mr. A. H. Trimble's herd of Ayrshire cattle, the largest herd of that breed in the province, and adjoining him is the Holstein herd of Michener Bros., 44 head. Over four miles east is Mr. C. A. Julian-Sharman's Jersey herd, also the largest of that breed in the West. These are heavy prize winners at provincial fairs. One of Mr. Julian-Sharman's cows, "Rosalind of Old Basing," bred and raised at Red Deer, has surpassed, in a 24 months' official test, the previous highest butter record in Canada, giving 1,474.717 lbs. of butter in the two years ending May 23, 1911. "Rosalind" is now the champion dairy cow of any age or breed in Canada.



HAYFIELD OF SMITH AND GAETZ.

GRASSES. The pre-eminence of the natural pasture here can be judged from the fact that the collection of native grasses (82 varieties) from the Red Deer district, shown by Mr. A. P. Olsen, Red Deer, at the Dominion Fair, Calgary, in 1908, received the highest award, scoring a maximum of 100 points. Wild peavine and vetch are native to the district and in many places are of remarkable growth.

The ease with which green fodder can be produced to supplement the pastures in the later summer and fall, and provision made for winter feeding, makes all-the-year-round dairying practicable and profitable.

Closer settlement and higher prices for land—improved land can be secured at, say \$12.00 to \$25.00 an acre—are encouraging the more intensive systems of farming such as dairying, and the suitable climate, rich pastures, variety and sureness of fodder and the ever-expanding markets offer great opportunities.

STOCK RAISING.

Besides the dairy stock, in which this district takes front rank, it is also strongly represented in Clyde, Percheron and Hackney horses, Shorthorn cattle, hogs and



FROM HERD OF GEO. F. ROOT, ESQ.

poultry; 468 horses, 1,920 cattle and 3,150 hogs were shipped from Red Deer station last year. "I don't know altogether how to account for it," said one of the foremost breeders in the district, "but the climatic conditions here seem peculiarly favorable for pure bred stock. Whereas in other countries cattle imported from the Old Country have difficulty in holding their own, and even deteriorate, necessitating frequent re-importations to maintain the standard, in Alberta the cattle improve with each generation."

Water, pasture, shade, open-shed wintering and coarse grains are also great factors in the successful raising of

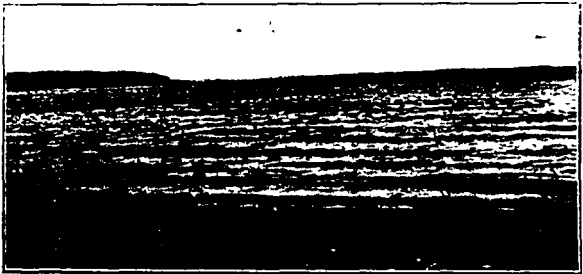
stock here. And Red Deer alone can offer competitive prices for stock, grain and hay, the only Farmer's Co-operative association in Alberta having been organized here two years ago, and having been very successful in maintaining, and even increasing, the highest prices paid in the province under like conditions.

HAY AND GRAIN PRODUCTION.

While most of the hay and grain raised in the district is fed to the stock, the farmer has always been able to get very tidy returns in marketing his hay and grain.

The ruling price for cultivated hay this winter has been from \$15.00 to \$20.00 per ton, with yields from one and a half to two and a half tons per acre.

The Canadian Pacific handled 234,000 bushels of grain at Red Deer last year. The Dominion Parliament has had to establish new and higher standards owing to the phenomenal weight of Alberta grains. Winter wheat at the provincial seed fair, 1910, went 68 lbs.; spring wheat 67 lbs., and oats 50 lbs. to the bushel.



FIRST POINT, SYLVAN LAKE.

The Alberta Pacific Elevator Co. has fitted up its Red Deer mill for the export of crushed barley of which 900 tons were exported last year. This mill is also one of four in the province used by this company as a receiving and manufacturing station for shipments from elevators at other points.

ALFALFA.

A prominent agricultural expert of wide experience said recently, of Red Deer district, "The moment it becomes known that you can grow alfalfa your land will be worth \$75.00 an acre." While this country is not a long settled one, enough has been done with alfalfa to prove that it can be raised successfully and with profit. The reports of many farmers from all points in the district show that, once the soil is inoculated, different varieties of alfalfa grow well and give at least

two crops a year, with yields of from 4 to 6 tons per acre.

This fact alone, taken with the power of the soil to produce heavy grain crops, ensures the stability and prosperity resulting from hog-raising, dairying and stock-growing.

FISHING AND SHOOTING.

Sylvan Lake, 15 miles west, and Pine Lake, 25 miles south-east, both charmingly environed sheets of water, are the summer resorts of Red Deer town and district. Both have hotel, boating and bathing facilities, with lots of fish and duck. Within a year each will have railway service right at its doors, as both the Alberta Central and Canadian Northern Railroads have located stations at Sylvan Lake and the Alberta Central Railroad at Pine Lake.

Red Deer district has excellent shooting. In the fall, ducks, prairie chicken, partridge and geese are all plentiful.

Red Deer river and the numerous lakes in the district are filled with fish. Trout, pickerel, and pike and gold-eyes are caught in the river, pickerel and perch in Pine and Sylvan Lakes.

THE CLIMATE.

The climate of the Red Deer Valley shares in the distinguishing characteristic of Alberta's climate so happily designated "Sunny Alberta." It strikes a medium between that of the southern plains with the warm Chinook winds, and that of northern Alberta, with its deep snows. Red Deer's average minimum temperature is about the same as that of Quebec and Ottawa; the temperature is above the freezing point for three hundred days out of the year, the same as Toronto. The dryness of the climate, due to the elevation of the district and the comparative absence of moisture in the air, must be taken into account in considering the lessened susceptibility to cold. The sleighing is usually good for two or three months, failing about the beginning of March, when spring begins. In March the farmer gets on to his land, but there is not much growth until May, owing to the lack of rain and the cold nights. In the latter half of May and June come the rains which give vegetation a marvellous uplift, and the long sunshiny days of July and August bring along the growth at an astonishing rate. In summer the sun **SUNSHINE.** shines for 15 to 17½ hours during the twenty-four hours, as compared with 15 to 16 at Toronto. During the three summer months, Red Deer district has between 818 and 841

hours of sunshine, as compared with 722 at Toronto. As our sky is very rarely cloudy in summer we get practically all the sunshine coming to us, while in the east cloudy days shut off the sun often. Wheat and oats mature in eighty-six to one hundred days, barley in seventy to eighty-five days.

The beautiful quiet, hazy, sunshiny days make the fall the most charming season of the year, and it often extends to the early part of December, broken odd days by snowfalls and a cold dip.



MICHENER BLOCK.

The sunshine prevents any great amount of disease of germ origin, and the Red Deer climate has been found very beneficial to those suffering from bronchial, asthmatic and tubercular conditions of the lungs, and there are many instances of people who came here in poor health, now living here healthy and strong.

IMPROVED FARMS.

While the immediate Red Deer district cannot offer a location, save to a very limited extent, to the homesteader, there are still large areas for homesteading further east and further west, which can be secured at the Dominion Lands Office at Red Deer. But for the dairyman, the stockman, the mixed farmer, or any man with some knowledge of farming, who is prepared to pay a reasonable price, and a very cheap price sometimes, for such improvements as have been made on the farms; who prefers 160 or 320 acres well tilled, to a full section scrappily handled; who prefers accessibility to the town and the railways; who is accustomed to a better standard of farming than the homesteaders as a rule find practicable, there are no better advantages, nor as good chances as this district offers. The presence of so many cheese factories and creameries in the district the ready demand for dairy butter, poultry and eggs; the constantly improving markets for stock and grain; the opportunities for supplementing one's income by

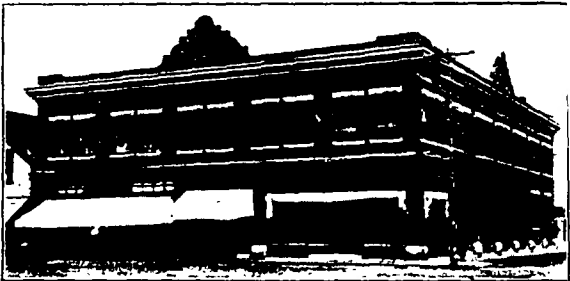
work in the brick yards, lumber camps, the lumber mills and in the various undertakings of the town; the abundant supply of game and fish nearly the year round; the conveniences of schools, preaching services rural mail delivery, social gatherings, summer lake resorts, etc., which increase every year, provide ready money, sport and social and intellectual improvement. Here his thought and work will give him a comfortable living, good money and wider opportunities; he will have the inspiration of helping to build up a greater country; here, almost above all, he will keep step with the swing of the free unfettered Western spirit, flooded with God's sunshine; uplifted and broadened by the widespread vistas, the sharply defined and beautiful outlines of horizon, of landscape, of sky; and braced by the finest atmosphere in the world.

Further information on any enterprise that interests you gladly given by

J. R. DAVISON,

Publicity Commissioner,

RED DEER, ALBERTA,
CANADA.



SMITH AND GAETZ BLOCK.



University of Saskatchewan,
Saskatoon.

Red Deer

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